PRESENTATION

MILLIE SENIOR CARE

SENIOR CARE

2026 INSIGHTS & OUTLOOK

SENIOR CARE INDUSTRY

MILLIE SENIOR CARE

$830 B

MARKET SIZE

The senior care market is valued at over $830 billion globally and growing rapidly.

54M

AGING POPULATION

Over 54 million Americans are aged 65+, a number rising every year through 2050.

8,5%

ANNUAL GROWTH

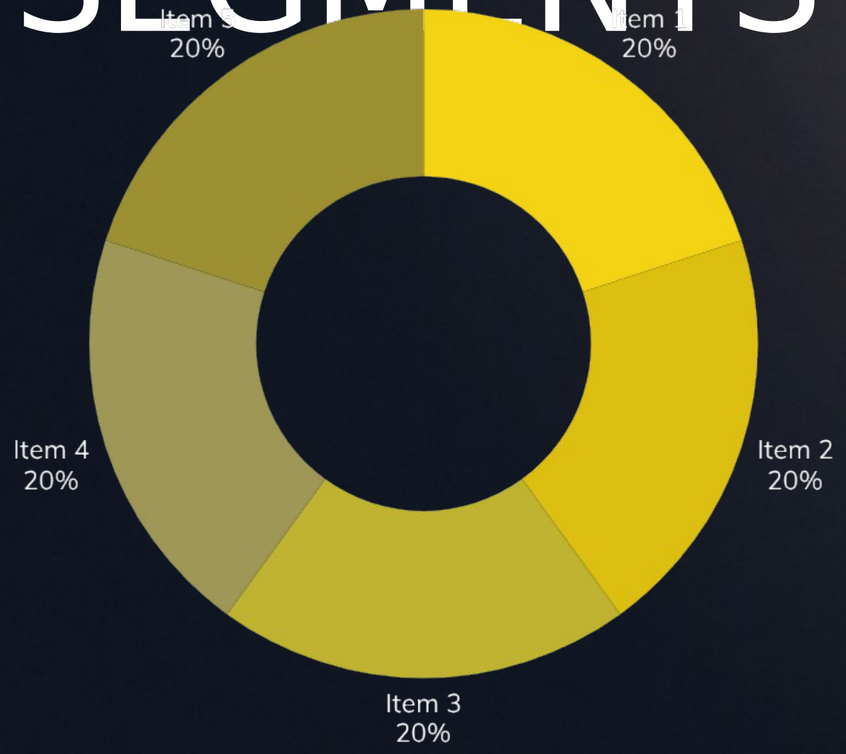
The industry grows at 8.5% annually, driven by longer lifespans and baby boomers.

2X

CARE DEMAND RISE

Demand for home-based senior care has doubled over the last decade nationwide.

MARKET SEGMENTS



MILLIE SENIOR CARE

68%

IN-HOME CARE

In-home care leads senior care demand, driven by aging populations preferring familiar environments with personalized support.

+12.4% ANNUAL GROWTH

The senior care market encompasses four key segments: In-Home Care (68%), Assisted Living (15%), Nursing Facilities (10%), and Memory Care (7%). Millie Senior Care serves all segments, offering compassionate, professional services tailored to each individual's needs and preferences.

AGING POPULATION TRENDS

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MILLIE SENIOR CARE

73M

ADULTS 65+ BY 2030 IN THE U.S.

The senior population is growing faster than any other age group, driving unprecedented demand for quality care.

WHY THIS MATTERS

By 2034, adults over 65 will outnumber children under 18 for the first time in U.S. history. With 10,000 Baby Boomers turning 65 every day, the need for compassionate, reliable senior care services is at an all-time high. Millie Senior Care is positioned to meet this growing demand with personalized, high-quality in-home care solutions.

TECH ADOPTION

MILLIE SENIOR CARE

74%

TELEHEALTH ADOPTION

74% of seniors now use telehealth services, a 3x increase since 2020.

68%

REMOTE MONITORING

68% of senior care facilities have deployed remote health monitoring devices.

CARE PREFERENCES

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77%

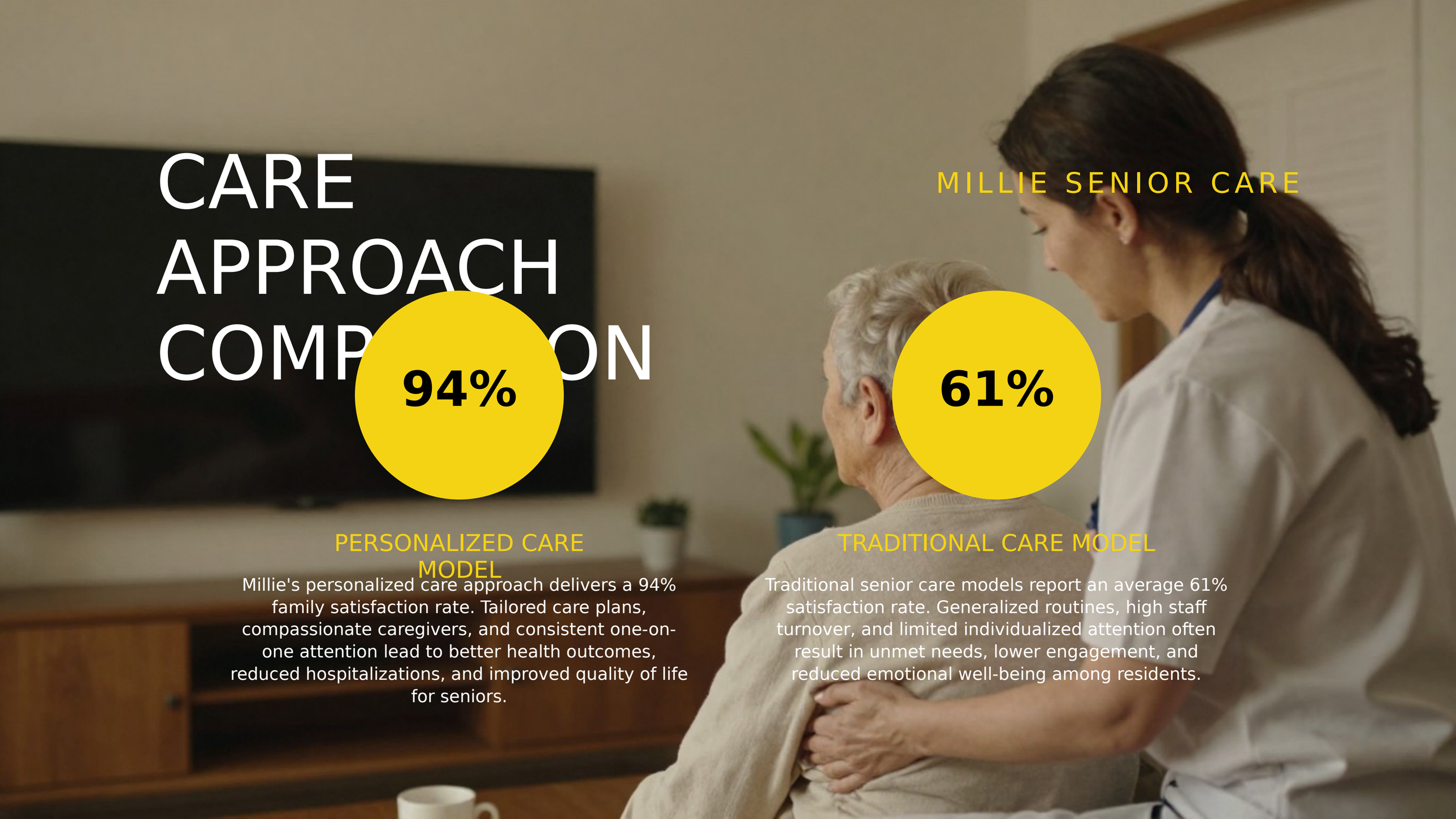
AGING IN PLACE

77% of seniors strongly prefer to remain in their own home as they age, receiving in-home care support.

23%

FACILITY CARE

Only 23% of seniors choose assisted living or nursing facility care as their preferred care setting.



CARE APPROACH COMPARISON

MILLIE SENIOR CARE

94%

PERSONALIZED CARE MODEL

Millie's personalized care approach delivers a 94% family satisfaction rate. Tailored care plans, compassionate caregivers, and consistent one-on-one attention lead to better health outcomes, reduced hospitalizations, and improved quality of life for seniors.

61%

TRADITIONAL CARE MODEL

Traditional senior care models report an average 61% satisfaction rate. Generalized routines, high staff turnover, and limited individualized attention often result in unmet needs, lower engagement, and reduced emotional well-being among residents.

WORKFORCE TRENDS

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+3,8%

WAGE GROWTH

Caregiver wages have risen 3.8% annually, yet recruitment remains critically challenging across senior care facilities.

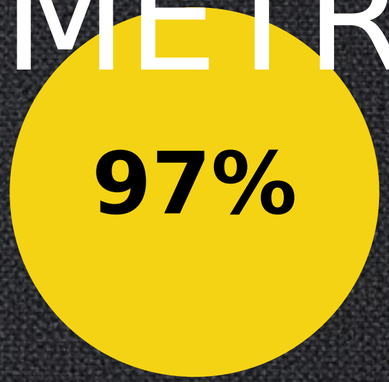
-22%

RETENTION RATE

Annual caregiver turnover has dropped 22%, reflecting improved working conditions and stronger support programs.

CARE QUALITY METRICS

MILLIE SENIOR CARE



CLIENT SATISFACTION

97% of our clients rate their overall care experience as excellent or outstanding.

RESPONSE TIME

Our caregivers respond to client needs in under 5 minutes on average.

SAFETY RECORD

99% incident-free care delivered across all senior home visits and facilities.

CARE PLAN ADHERENCE

98% adherence to personalized care plans, ensuring consistent quality daily.

COST BREAKDO
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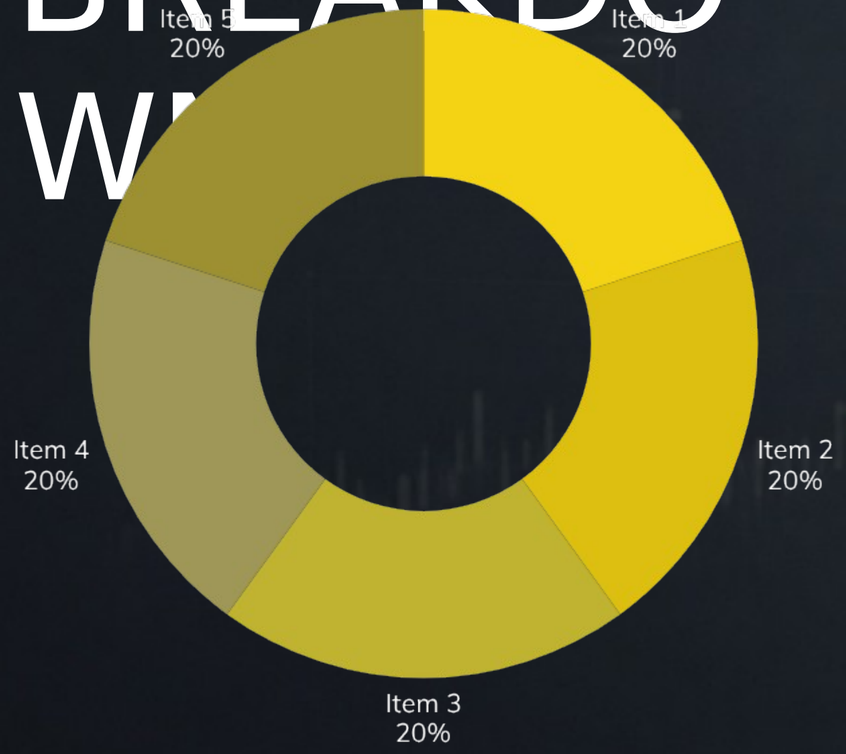

MILLIE SENIOR CARE

68%

MEDICAL CARE

Medical and personal care account for the largest share of senior care expenses, driven by rising healthcare demands.

+12.5% ANNUAL COST INCREASE

Senior care costs are distributed across four key areas: medical care (68%), personal care assistance (15%), housing and facility fees (12%), and specialized memory or rehabilitation services (5%). Understanding this distribution helps families plan and budget effectively for long-term senior care needs.

INNOVATION SPOTLIGHT

MILLIE SENIOR CARE

78%

AI CARE PLANNING ADOPTION

Senior care facilities using AI-powered care planning tools report 40% faster response times and improved outcomes.

3.2x

SMART HOME GROWTH

Smart home technology adoption among seniors aged 65+ has tripled, enabling safer independent living at home.

FAMILY ENGAGEMENT

MILLIE SENIOR CARE

78%

FAMILY INVOLVEMENT

78% of families report weekly check-ins with their loved one's care team, up from 54% last year.

3.2x

COMMUNICATION GROWTH

Families using digital updates are 3.2x more satisfied with care outcomes and caregiver responsiveness.

URBAN VS RURAL CARE ACCES

MILLIE SENIOR CARE

78%

URBAN SENIOR CARE

78% of urban seniors have access to professional in-home care services. Higher population density enables greater availability of caregivers, specialized facilities, and transportation support for daily living assistance.

43%

RURAL SENIOR CARE

Only 43% of rural seniors can access consistent professional care services. Geographic isolation, caregiver shortages, and limited transportation remain key barriers to quality senior care in rural communities.

CONCLUSIONS

MILLIE SENIOR CARE

INDUSTRY TRANSFORMATION

Technology, personalization, and workforce evolution are reshaping senior care. AI-powered health monitoring, smart home integration, and telehealth have become essential pillars of modern elder care delivery, driving better outcomes and greater independence for seniors.

KEY IMPLICATIONS

Providers who embrace person-centered care models, invest in caregiver training, and adopt digital tools will lead the next era of senior care. Millie Senior Care is positioned at the forefront of this transformation, setting new standards for compassionate, innovative elder care services.

WE WANT TO SAY
THANK YOU
VISIT MILLIESENIORCARE.COM TO LEARN
HOW WE'RE LEADING THESE TRENDS